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# MULTIMEDIA UNIVERSITY

## SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2016

**BBS2044 – BUSINESS AND SOCIETY**  
(All Section / Groups)

NOVEMBER, 2015  
2 Hours

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### INSTRUCTION TO STUDENT

1. This Question paper consists of three (3) pages with 5 structured questions only.
  2. Answer all the **FIVE** questions. Mark distribution for each question is given.
  3. Please write all your answers in the Answer Booklet provided.
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**QUESTION 1**

- a. Explain why ethics has become the focus of many decision makers in businesses.  
(10 marks)
- b. What is the difference between internal and external stakeholders in a business environment?  
(10 marks)  
(Total: 20 marks)

**QUESTION 2**

- a. Discuss the three models of management ethics- moral, immoral, and amoral. Give example for each model.  
(10 marks)
- b. What are the major abuses of advertising from your own observations and experiences? Discuss  
(10 marks)  
(Total: 20 marks)

**QUESTION 3**

- a. Technology advancement has led to Internet banking fraud. Describe the tools that can be developed by the bank to deal with this fraud.  
(10 marks)
- b. What are the major strategies companies might employ towards organisational involvement in promoting green companies?  
(10 marks)  
(Total: 20 marks)

**QUESTION 4**

- a. How does business ethics relate to corporate social responsibility (CSR)?  
(8 marks)
- b. Explain how corporate governance can be improved as proposed under the Sarbanes-Oxley Act 2002(SOX).  
(12 marks)  
(Total: 20 marks)

Continued ....

**QUESTION 5**

- a. Discuss the policy of the government in regulating the issues related to ethical use of information technology in businesses.

**(10 marks)**

- b. Explain how the nature of the employer-employee relationship helps to determine the extent of privacy in the workplace.

**(10 marks)**

**(Total: 20 marks)**

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